CAFC-2000-08M

Concordia University
Faculty of Commerce and Administration
Faculty Council
Friday, October 27, 2000
Minutes

Present: M. Anvari (Chair)
D. Acland (Acco.) A. Ahmad (Fina.), K. Argheyd (Mana.), T. Baltzis (CASA), R. Chandra (Mktg.), V. Dellerba (CASA), J. Etezadi (DS&MIS), Z. Gidengil (Mktg.), M. Gowing (Acco.), J. Hall (Mana.), S. Hoffman (Lib.), A. B. Ibrahim (Assoc. Dean), E. Jacinto (CGSA), G. Kanaan (Acco.), M. R. Kapoor (Acco.), L. Katsanis (Mktg.), G. Kersten (DS&MIS), L. Lamarre (F.A.), J. Landry (CASA), B. Lee (Acco.), S. Luckoo (CASA), J. McGuire (Assoc. Dean), D. Morin (Assoc. Dean), S. Neil (CASA), R. J. Oppenheimer (Mana.), S. Ray (Mktg.), W. Roscoe (Acco.), C. A. Ross (Mktg.), R. Sebaaly (CASA), L. Shanker (Fina.), B. Shapiro (Mana.), M. Sharma (DS&MIS), R. Vadivel (Staff), F. Velez-Torres (CGSA), J. Woodrow (IITS)

I **Call to Order** The meeting was called to order at 09:40

II **Closed Meeting**

[redacted]

III **Open Meeting**

IV **Approval of Agenda - CAFC-2000-08A**
It was moved by J. McGuire and seconded by R. Sebaaly that Faculty Council approve the agenda, CAFC-2000-08A, as presented. The motion was carried unanimously..

V **Approval of the Minutes - CAFC-2000-07M**
It was moved by R. Sebaaly and seconded by M. Sharma that the minutes of the Faculty Council meeting held September 27, 2000 be approved as presented.
The motion was carried unanimously.

VI Chair's Remarks and Question Period (15 minutes maximum)
The Chair encouraged faculty members to participate in the new building campaign emphasizing the positive impact of the internal rate of participation on potential donors. He also encouraged faculty members to attend the Educational Technology Conference co-hosted by Concordia and McGraw-Hill Ryerson November 1 – 3. In conclusion he reported that the 20th MBA Case Competition will take place in January. Due to the growth of the student-run event over the years, the MBA Case Competition advisory group has recommended that a new strategy for developing the event be considered.

VII Faculty Council Elections - There were no elections.

VIII Report: Undergraduate Programs, Academic and Student Affairs

i) Proposed Undergraduate Curriculum Changes - **CAFC-2000-08A-02**
D. Morin highlighted the revisions as presented in document CAFC-200-08A-02.

It was moved by D. Morin and seconded by R. Vadivel that Faculty Council approve the introduction of the Minor in Electronic Business Systems (page 14 – 29).

The mover and the seconder agreed to amend the motion to reflect a revision in the name of the minor from Electronic Business Systems to a minor in E-Business Systems. The motion as amended was carried unanimously.

It was moved by D. Morin and seconded by R. Sebaaly that Faculty Council approve the changes to the International Business major (page 12).
The motion was carried unanimously.

It was moved by D. Morin and seconded by G. Kanaan that Faculty Council approve the change of the prerequisites for Accounting 310 (page 39).
The motion was carried unanimously.

It was moved by D. Morin and seconded by J. Hall that Faculty Council approve the changes to the Marketing Cluster for non-Commerce Students (page 43 – 45)
The motion was carried unanimously.

It was moved by D. Morin and seconded by A. Ahmad that Faculty Council approve the revision to the resident requirements for the Bachelor of Commerce and the Bachelor of Administration (page 46).
The motion was carried unanimously.

D.Morin highlighted the proposed changes noting that the Strategy and Competition course had been moved back to the third year and Entrepreneurship had been moved from the second year to the third year. Following AACSB standards, a new course in Ethics and Social Responsibility has been introduced to replace Business Law and Ethics. Students will have an option within the core of taking either Business Law or Entrepreneurship. Students can register for both Business Law and Entrepreneurship by taking one of the courses as a Commerce elective.

It was moved by D. Morin and seconded by R. Sebaaly that Faculty Council approve the revision to the core of the Bachelor of Commerce and the Bachelor of Administration.

During the ensuing discussion concern was express about (1) separating Ethics from Business Law, (2) the non-traditional flexibility in the core with options between Entrepreneurship and Business Law, and (3) the introduction of the new course in Ethics and Social Responsibility that may lead to elimination of the incorporation of ethical issues in all other core courses. Several members of Faculty Council supported the introduction of the course in Ethics and Social Responsibility. In general there was strong support that efforts be made to ensure that ethical issues are incorporated throughout the curriculum.

The mover and the seconder agreed to amend the motion to have Faculty Council approve the revisions to the core as proposed with the exception of the introduction of a choice between Entrepreneurship and the new Business Ethics and Social Responsibility courses. Entrepreneurship would be taken in the second year, Strategy would be taken in the third year, the introduction of Ethics and Social Responsibility would be delayed for further consideration by the Undergraduate Curriculum Committee leaving Business Law and Ethics in place.

D. Morin distributed a revised proposal for changes to the core of the Bachelor of Commerce and the Bachelor of Administration, CAFC-2000-08M-01 attached, that conformed with the amendments recommended.

It was pointed out that Ethics would not be eliminated but would be shifted from Business Law and Ethics to Strategy and Competition.

The motion, as amended, was carried (32 in favour, 0 opposed, 2 abstentions)

In conclusion, D. Morin announced that the Ministry of Education was now offering bursaries for students to study abroad and she invited everyone to the Faculty's Centraide bake sale and to join the students in the traditional coffee and tim-bits gatherings.

IX CASA Report

R. Sebaaly reported that the CSU had been accredited giving the union the right to represent all Concordia students, draw fees from CASA and select student representatives for Senate and the Board of Governors. He also reported that the CSU had dropped all libel charges against CASA.

X Report: Administrative Affairs and Human Resources

B. Ibrahim reported that the Finance Department had completed the move to the third floor and expressed his appreciation to L. Sauras for her assistance.

XI Report: External Affairs and Executive Programs

There was nothing to report.

XII Report: Graduate Programs, Research and Program Evaluation

i) Proposed Graduate Curriculum Changes 2001-2002 - **CAFC-2000-08A-03**

J. McGuire reminded Council members that the Concordia University Distinguished Speaker Series was featuring Dr. Philip Bromiley from the Carson School of Management, University of Minnesota at 2:00 p.m. on Friday, October 27 in room gm403-2.

It was moved by J. McGuire and seconded by J. Etezadi that Faculty Council approve the revisions to the M.Sc. curriculum (pages 1 – 3)

The motion was carried unanimously.

It was moved by J. McGuire and seconded by G. Kersten that Faculty Council approve the proposal for the Graduate Certificate in e-Business (page 1 – 30)

J. Etezadi explained that the program would be introduced in two phases. The first phase will be launched in fall 2001 and, based on enrolments, the second phase will begin in fall 2002.

In response to a concern about projected enrolments, J. Etezadi referred to page 16 of the document CAFC-2000-08A-03 that indicated that a total of twenty-five students would be needed to reach the break-even point. J. Etezadi expressed his confidence that this target would be met. J. McGuire confirmed a strong interest in the program particularly from the technological area. In reply to a question about program design, he confirmed that students could take three courses in the fall and three in the winter. With regard to a mechanism for monitoring the financial status of the program, it was pointed out that in addition to the provision of the strategic plan of the Faculty, the University requires program evaluations on a regular basis. It was noted that the financial projection on page 16 did not include the IT bonus offered by the Ministry of Education of Quebec. With regard to a concern that this interdisciplinary program had not been properly vetted at the department level, J. McGuire advised that the departmental courses had been approved by the respective departmental representatives on the curriculum committee. In response to the concern that faculty members with e-business expertise have not been hired, it was commented that e-business was in its infancy and the expertise had not yet been developed.

G. Kersten reported an extraordinary demand for the program adding that the HEC program had over forty-five students enrolled and the Laval program was now being exported to France. With regard to the process, he advised that it had been a grass roots process where all faculty members had been invited to participate. The proposed program was developed by faculty member who had an interest in e-business.

It was confirmed that similar to the DIA/DSA courses, MBA students could take e-Business courses. A MBA specialization in e-Business is under consideration.

The motion was carried (30 in favour, 0 opposed, 2 abstentions)

ii) Policy on Postdoctoral Fellows - **CAFC-2000-08A-04**
There was objection to the appointment procedure of the proposed policy It was strongly suggested the UBC model be used to eliminate undue bureaucracy.

It was agreed that the policy be considered by the Departments, the Chairs and the Research Committee prior to discussion at the next meeting of Faculty Council on November 10th.

XIII CGSA Report

E. Jacinto announced that the CGSA has donated $4,000 to the 2001 MBA Case Competition. She also reported that the CGSA has succeeded in strengthening ties with the Graduate Students Association.

XIV Reports from Faculty Representatives on University Committees

1. University Senate
2. Arts and Science Faculty Council
3. Senate Academic Planning and Priorities
4. Senate Academic Programs Committee
5. Senate Research Committee - **CAFC-2000-08A-05 for information only**
6. University Library Committee
7. Undergraduate Scholarships and Awards Sub-committee
   On behalf of M. Sharma, the Chair announced that over $200,000 was distributed at the award ceremony that took place on October 25th in the Oscar Peterson Concert Hall. The event was well attended by students, faculty and staff.
8. Board of Governors
9. Council of the School of Graduate Studies

XV New Business

Strategic Academic Plan 2000-2005 - **CAFC-2000-08A-06**
M. Anvari reviewed the lengthy consultation process that began January 15, 2000. A copy of the process is attached CAFC-2000-08M-02. With the approval of Faculty Council the plan will be forwarded to SCAPP and Senate for University approval. The plan outlined nine objectives and a set of action plans for achieving the goal of becoming one of the top five business schools in Canada.

It was moved by G. Kanaan and seconded by J. Hall that Faculty Council approve the Strategic Academic Plan 2000 – 2005 as described in document CAFC-2000-08A-06.

The mover and the seconder concurred with the following amendments to the document:

It was agreed that the Chair would reword the third statement in Objective number 3 to convey the value of teaching performance. It was also agreed that Objective number 9 would be revised to delete "We will". The objective will read: Continually enhance the quality of all our programs and processes.

Concern was noted about (1)the plan's emphasis on research excellence with little attention paid to the promotion of teaching. It was pointed out that mechanisms for reinforcing and rewarding research excellence were in place while no similar incentives for teaching excellence exist, (2) the lack of understanding of the term" College" applied in the document to the College of Investment Management, (3) the establishment of financial rewards for outstanding research publications, a notion rejected by Faculty Council last year.

With regard to financial rewards for excellent research publication, the Chair stated that it was a proposal in line with the thrust of the plan and the practice of other institutions. However, it remains an issue that can be re-examined. With regard to the term College, he advised that the University has a clear model for areas where a number of related activities are grouped as a College such as the Science College, the Liberal Arts College, the Lonergan College etc. It was suggested during the consultation process that some mechanism be implemented to house the activities in Finance, the Graduate Program in Investment Management that is directly related to the CFA, the Portfolio Management Program and the forthcoming Chair in Investment Management. With regard to the promotion of teaching, he advised that the intent of the document was to convey the importance of teaching and that resources would be allocated to support concrete measure to enhance teaching excellence.

There was strong support for the plan from CASA. It was commented that the plan does not emphasize the Faculty's commitment to the community. It was commented that many of the concerns about the plan will be taken care of during the implementation process.

The motion was carried unanimously.

XVI Business Arising from Previous Meeting(s)

This item will be brought forward to the next meeting of Faculty Council.

i) Supplementary information to Annual Reports - The following items will be brought forwards to the next meeting of Faculty Council:

a) The Entrepreneurship Institute for the Development of Minority Communities (EIDMC) – **CAFC-2000-06A-07** and **CAFC-2000-08A-07**
b)Executive Development Programs – **CAFC-2000-06A-05** and **CAFC-2000-08A-08**
c) Concordia Pharmaceutical Management Centre – **CAFC-2000-06A-08** and **CAFC-2000-08A-09**

XVII Other Business

XVIII Adjournment

It was moved by C. Bayne and seconded R. Sebaaly that the meeting be adjourned.
The motion was carried unanimously.

The meeting was adjourned at 12:40.

XIX Next meeting

The next regular meeting of Faculty Council will take place Friday, November 10, 2000 at 09:30 in GM403-2.